

WFLX

ORDER

Flight Dates **09/25/12-10/01/12**

Order Sep 00:15:00

Product

Estimate #

Contract / Revision **824776** /

FDP (Sachs, Bruno, Smith)

Alt Order # **06329667**

Original Date / Revision
09/21/12 09/21/12

Agency Com 15%

Billing Contact

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser **FL Democratic Party**

919 Catherine Street
Philadelphia, PA 19147

Demographic A35+

Agency **Dudley Media**

Buying Contact

919 Catherine Street
Philadelphia, PA 19147

Rev Codes Agency Political Pol-Candid

Sales Office H-DC

Sales Region National

Agency Ref

Product Codes PL610

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	11	$2,018.75	$2,375.00	0.00
October 2012	2	$170.00	$200.00	0.00
Totals	13	$2,188.75	$2,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	11	$2,018.75	$2,375.00
10/01/12	10/01/12	2	$170.00	$200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 1	WFLX	09/25/12	09/28/12	MORNING NEWS 7A FOX 29 MORNING NEW!	Comm	7-8A	-TWTF--	:30	4	$100.00	P 2	0.00 NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 2	WFLX	10/01/12	10/01/12	MORNING NEWS 7A FOX 29 MORNING NEW!	Comm	7-8A	1------	:30	1	$100.00	P 2	0.00 NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/01/12	10/07/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 3	WFLX	09/25/12	09/28/12	MORNING NEWS 8A FOX 29 MORNING NEW!	Comm	8-9A	-TWTF--	:30	4	$100.00	P 2	0.00 NM	4	$400.00

FOX 29

WFLX

Contract / Revision **824776** Flight Dates **09/25/12-10/01/12** Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FDP (Sachs, Bruno, Smith)** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 3	WFLX	09/25/12	09/28/12	MORNING NEWS 8A FOX 29 MORNING NEW!	Comm	8-9A	-TWTF--	:30	4	$100.00	P 2	0.00 NM	4	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/24/12	09/30/12	-TWTF--	4	$100.00	0.00								
E 4	WFLX	10/01/12	10/01/12	MORNING NEWS 8A FOX 29 MORNING NEW!	Comm	8-9A	1------	:30	1	$100.00	P 2	0.00 NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/01/12	10/07/12	1------	1	$100.00	0.00								
E 5	WFLX	09/25/12	09/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-T-T--S	:30	3	$525.00	P 2	0.00 NM	3	$1,575.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/24/12	09/30/12	-T-T--S	3	$525.00	0.00								
												Totals	13	$2,575.00

NAB
BROADCASTERS

AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WFLX-TV West Palm Beach, FL Date 9-20-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of Fl. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
		- See Attached -				

WFLX#824776

Date of First Broadcast	Date of Last Broadcast
9-25-12	10-1-12

Total Charges: $2120.75 net

The broadcast time will be used by Florida Democratic Party. Sachs/Braun/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Braun/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least ________ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted*). The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office*).

Date 9-20-12 [signature]

(Candidate or Agent) Bob Dudley

X Accepted ☐ Rejected By [signature] Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM — **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Florida Democratic Party: Sachs, Bruno, Smith
CHAIRPERSON:	
TREASURER:	Alma Gonzlez
ADDRESS:	214 Bronough St Tallahassee, FL 32301
PHONE #:	850 222 3411
FAX #:	
OTHER:	

FOR

CANDIDATE:	Sachs, Bruno, Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All

PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE

HRP FORM #0141



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE**: 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Frank Bruno
CHAIRPERSON:	
TREASURER:	
ADDRESS:	Po Box 2005 Daytona Beach, FL 32115
PHONE #:	386 341 2021
FAX #:	
OTHER:	

FOR

CANDIDATE:	Frank Bruno
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Maria Sachs
CHAIRPERSON:	
TREASURER:	
ADDRESS:	14812 South Military Trail Delray Beach, FL 33445
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Maria Sachs
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Chris Smith
CHAIRPERSON:	
TREASURER:	
ADDRESS:	1740 Northwest 3rd court Fort Lauderdale, FL 33311
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Chris Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141